



## **Interpretive Mechanisms for Promoting Sustainable Consumption: Framing Processes and Identity Work**

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The challenge of developing reasonably satisfying, equitable, and sustaining lifestyles that are culturally resonant across the globe is a rapidly pressing challenge, particularly in light of climate change patterns and projections and escalating global inequalities. Addressing this challenge requires simultaneous consideration of the productive or supply and the consumptive or demand sides of the equation. There is, of course, an evolving repertoire of change-oriented tactics and/or mechanisms with which SCORAI and other such initiatives are familiar. What I propose is to add two additional mechanisms to that repertoire and elaborate their importance: framing processes and identity work. In addition to clarifying what each involves, I will argue that they may well be two of the most salient change-oriented mechanisms at our disposal for producing more sustainable productive and consumptive patterns.